



What is claimed is:

1. (Original) A clip for a handheld instrument comprising:
 - a. one or more tracks;
 - b. a slidable member, slidably attached to said track.
2. (Original) A clip as in claim 1 further comprising indicia upon a visible surface of the slidable member
3. (Original) A handheld instrument comprising:
 - a. an elongated instrument body;
 - b. a clip comprising a track comprising two parallel rails, and having an upper end and a lower end;
 - c. said lower end of the clip connecting said rails together;
 - d. said upper end of the clip connected with said elongated instrument body; and
 - e. a slidable member slidably articulated upon said parallel rails.
4. (Original) A handheld instrument as in claim 3, wherein said rails are comprised of metal wire.
5. (Original) A handheld instrument as in claim 3, wherein said handheld instrument is a writing instrument.
6. (Original) A handheld instrument as in claim 3, wherein said slidable member further comprises:
 - a. an inner segment, an outer segment, and a middle segment;
 - b. said middle segment being smaller in diameter than said inner segment and said outer segment;
 - c. whereby said middle segment of said slidable member fits between the two rails and may articulate with said rails such that said slidable member is movable

upwardly and downwardly upon the upper and the lower end of said clip.

7. (Original) A handheld instrument as in claim 6, wherein there is visible indicia imprinted upon the middle segment and below a transparent outer segment, whereby the indicia is visible but less likely to wear off over time.
8. (Original) A handheld instrument as in claim 6, wherein there is indicia visible upon an outer surface of said outer segment, wherein said indicia is brought to the attention of a consumer.
9. (Original) A handheld instrument as in claim 8, wherein said indicia is an advertising logo.
10. (Original) A handheld instrument as in claim 8, wherein said indicia is imprinted with three dimensional textures, wherein further sensory input is provided to the user of the handheld instrument.
11. (Cancelled)
12. (Cancelled)
13. (New) A method advertising or promotion comprising the imprinting of graphical or printed material on at least one outer surface of a clip for a handheld instrument which has one or more tracks and a slidable member, slidably attached to said track.
14. (New) A method advertising or promotion comprising the imprinting of graphical or printed material on at least one outer surface of an handheld instrument which has an elongated instrument body; a clip comprising a track comprising two parallel rails, and having an upper end and a lower end; said lower end of the clip connecting said rails together; said upper end of the clip connected with said elongated instrument body; and a slidable member slidably articulated upon said parallel rails.